

“Transcendent Journeys”

Custom Content Program

Overview

There's luxury travel. There's cultural travel. And then—as embodied by Seabourn—there's *transcendent travel*. Recently named the Best Luxury Cruise Line by Cruise Critic, Seabourn is the industry's unparalleled provider of experiences that are—from ship to shore—iconoclastic, individualized and ultra-luxurious.

Such journeys are of enormous appeal to *The Washington Post's* sophisticated, worldly, high net-worth readers. Through breathtaking multimedia content, WP BrandStudio will heighten their awareness of Seabourn and open their eyes to how the brand brings luxury to life through impeccable service and creative itineraries.

Concepts

We've created two possible approaches to the program:

Concept One: “Once in a Lifetime”

A rich-media narrative and interactive video show how Seabourn eschews the ordinary to provide travellers with once-in-a-lifetime voyage that can only be had at one place, at one time and in one way.

Concept Two: “The Transcendent Journey”

A rich-media narrative and interactive parallel-perspective video captures the idea that the same luxury-imbued Seabourn itinerary can fulfill the dreams of different guests

Concept One: “Once in a Lifetime”

From glimpsing the northern lights in the relative warmth of Alaska in September to tasting grapes with a master sommelier during New Zealand’s February harvest, there are once-in-a-lifetime combinations of place, time and culture that only Seabourn makes possible—thanks to its intimate scale and dedication to putting guests in the driver’s seat of their experience. We’ll bring this to life through a colorful **rich-media narrative** paired with an **interactive video**.

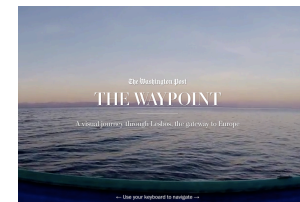
Narrative: Seabourn’s videos and photographs are interwoven into an exploration of some of the world’s don’t-miss moments, including Seabourn journeys and offerings.

Interactive video: Guided by voiceover narration and captions, readers journey through an original video that takes inspiration from an acclaimed Washington Post editorial program.

During the video, clickable “hotspots” offer the opportunity to learn more about people and topics. Hotspots link to content such as mini articles, audio and maps, excerpts from past guests’ travel diaries and Seabourn’s own videos and photos.

- Sample video storyline: Viewers travel with Seabourn to Antarctica to see fluff-ball penguin chicks tapping their parents’ beaks to be fed. At various points, they can read an article about gentoo penguins, watch one of Seabourn’s Antarctic videos, speak with a renowned explorer or naturalist onboard, learn about the ship’s features or meet one of the professional staff members assigned to their suite.

[Live link to execution](#)
 inspiration: [The Washington Post’s “The Waypoint”](#):



Concept Two: “The Transcendent Journey”

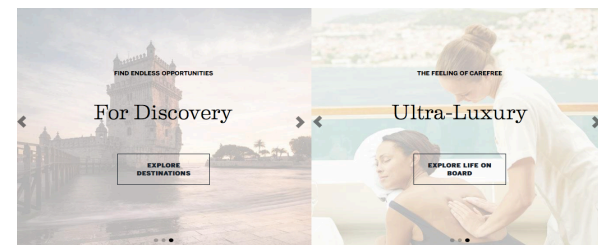
Whether driven by a love of fine wine and cuisine, relaxation and pampering or stimulating conversation and eye-opening cultural exchange, every Seabourn guest experiences a journey that feels not only ultra-luxurious but custom-tailored to their personal passion points. We’ll show how this is possible through a **rich-media narrative** paired with an interactive **parallel-perspective video**.

Narrative: A colorful narrative integrates Seabourn’s videos, photographs and destination information to set up the idea that, whether guests travel to *explore* or to *escape**, their Seabourn journey will be transcendent.

* NOTE: We recommend “Explore” and “Escape” as themes so that Seabourn’s ultra-luxury message can be woven into both videos (as opposed to separating them in a more literal leveraging of “Extraordinary Worlds.”

Parallel-perspective video: From an entry point that that visually evokes Seabourn’s Extraordinary Worlds, readers view the story of an iconic ship-to-shore journey.

By pressing and holding a button on their keyboard, they switch to a parallel storyline—the same itinerary told in a way that reveals an alternative perspective of the same experience.



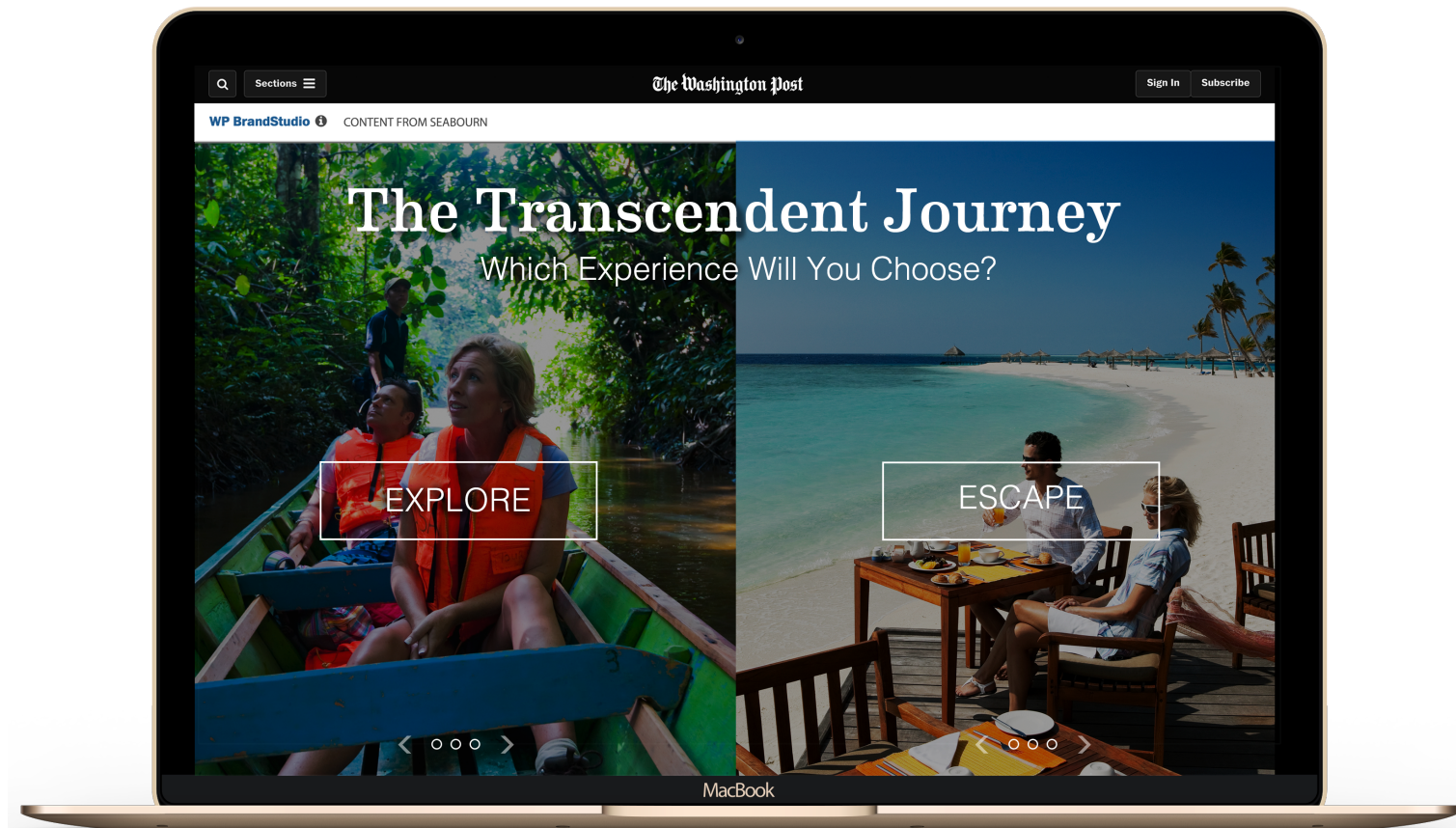
Parallel-Perspective Video: Storyline Idea

VIDEO ENTRY POINT: Side-by-side perspectives of embarkation day on Seabourn's Grecian Gems & Italian Treasures. After guests are welcomed aboard by the attentive staff and crew, their paths diverge.

- *The "Explore" perspective* moves to an investigation of the surroundings, where fellow guests and crew are engaged in conversation
- The next day begins with sunrise yoga, followed by a shore excursion such as a private tour of medieval Rhodes, a hands-on cooking class led by the chef at a Greek *taverna* or a hike to Santorini's still-active volcano crater
- Additional onboard moments highlight luxurious touches and moments of exploration such as Seabourn Conversations with a renowned historian or naturalist
- *The "Escape" perspective* takes viewers to a luxury suite, lingering on touches such as complimentary Champagne.
- The next day begins with a spa treatment, followed by a shore excursion that could include an elegant meal enjoyed against the backdrop of a panoramic view of the Aegean Sea, a relaxing swim in the crystal-clear waters of Perissa Beach and a stroll in the charming city center
- Back on board, the pampering continues with luxurious in-room touches and a nightcap at one of the sophisticated lounges

Parallel-Perspective Video: Entry Point

From this entry point, readers select the perspective through which they want to experience a Seabourn journey.



Parallel-Perspective Video: While Viewing

While viewing the video, viewers can toggle between different experiences of the same Seabourn journey.

